GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:1003
ANSWERED ON:19.07.2002
INDIAN BRAND EQUITY FUND
SUDARSANA E.M. NATCHIAPPAN

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

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(a) the details about the Brands which are promoted by the Government under the India Brand Equity Fund till today since its inception; and

(b) the details of the loans provided for the promotion of various Brands during the last three years?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) & (b) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) AND (b) OF LOK SABHA UNSTARRED QUESTION NO. 1003 ANSWER ON 19TH JULY,2002 REGARDING INDIA BRAND EQUITY FUND

Sl.No.	Company	Details of Brands/ Activities approved for promotion	Approved amount of soft loan	Loan amount Disbursed till date
1.	M/s. HMT (International) Ltd.,	Bangalore- Opening two showrooms at Dubai and Kualalumpur for promoting HMT watches etc.	Rs. 1.00 crore	Rs. 1.00 crore
2.	M/s. K.G. Denim, Coimbatore	Promoting Trigger brand casual wear in US, Europe and Middle East Countries.	Rs. 5.00 crore	Rs. 1,48,47,500
3.	M/s. International Creative Foods Ltd., Kochi	Acquiring reputed US seafood brands `Ocean Diamond` and `Brilliant` for marketing shrimps abroad.	Rs. 6.00 crore	Rs. 6.00 crore
4.	M/s. Clutch Auto Ltd., New Delhi	Promotion of `CA Made in India` Brand for Heavy Duty Clutches in USA .	Rs. 3.5 crore	Rs. 3.5 crore
5.	M/s. Vishuddha Rasayanee Pvt. Ltd., Thane	Promotion of Urvashi Brand Perfumes in France	Rs. 5.5 crore	Rs. 4.25 Crore
6.	M/s. Goel Airshrink (India) Ltd., Mumbai	Promotion of `Saurabh` brand Polypropylene Mats in Middle East, Africa, Asia and South American Countries.	Rs. 5.00 crore	

7 M/s. Satnam Overseas Ltd., New Delhi — Promotion of `Kohinoor` Brand Basmati Rice in USA and Canadian Markets, Europe and Middle East Countries. Rs. 5.00 crore -

8. M/s. L.T. Overseas Ltd., New Delhi — Promotion of `DAWAT GOLD` and `DAWAT PREMIUM` brands Basmati Rice in Saudi Arabia, Gulf, Europe, USA and Africa. Rs. 5.00 crore -